

2023 Ohio Grape Pricing and Production Index

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This survey was conducted in accordance with The Ohio State University, Institutional Review Board protocol #2023E0451. Funding for this survey was provided by the Ohio Grape Industries Committee.

The Ohio wine and grape industry has continued growing, increasing by 22% [between 2016 and 2022](#). As the wine industry continues growing, grape supply must concurrently rise in order to meet winery demands. A major challenge towards achieving this goal is ensuring profitability for wine grape production. As a commodity, grapes have high start-up costs, several years from planting until productive bearing, annual vineyard labor and supply costs, and high risks of crop loss that limit profitability. Therefore, grape prices should also reflect costs and associated risks of production.

Between 22 April 2024 and 7 June 2024, an online Qualtrics survey was distributed to grape producers across Ohio. In this survey, growers were asked about their 2023 planted and bearing wine grape acreage, yield (tons), cost (\$ per ton or gallon), if wine grapes were directly sold or processed and sold, and plans for increasing acreage in 2025. The survey results below aim to provide an overview of grape production and pricing for the 2023 season and continue tracking multi-year grape production and pricing trends.

Survey Response Summary Fifty-six participants (n = 56) responded to the 2023 survey, an increase from the 2022 (n = 47) and 2021 (n = 34) surveys. The participants represented vineyards (26.7%) and A2/A2F permitted wine manufactures with vineyards (73.2%). Three wineries without vineyards responded and were removed from the dataset. Respondents reported individual vineyard sizes between 1 to 5 and >50 planted acres. Vineyard acreage was recorded for 35 Ohio counties ([Fig. 1](#)).

Production, Yield, and Pricing

Production (acreage): The sum of total vineyard acreage reported by n = 56 participants was between the range of 353 and 680 acres, with an average individual vineyard size of 9.2 acres. Thirteen respondents reported planted vineyard acreage greater 11 to 15 acres. Median vineyard size was 3 acres (n = 31). Bearing acreage accounted for 95.8% of the total reported planted acreage. One participant (n = 1) did not report additional information related to bearing acreage. In total, 52 different wine grape cultivars were reported ([Fig. 2](#),

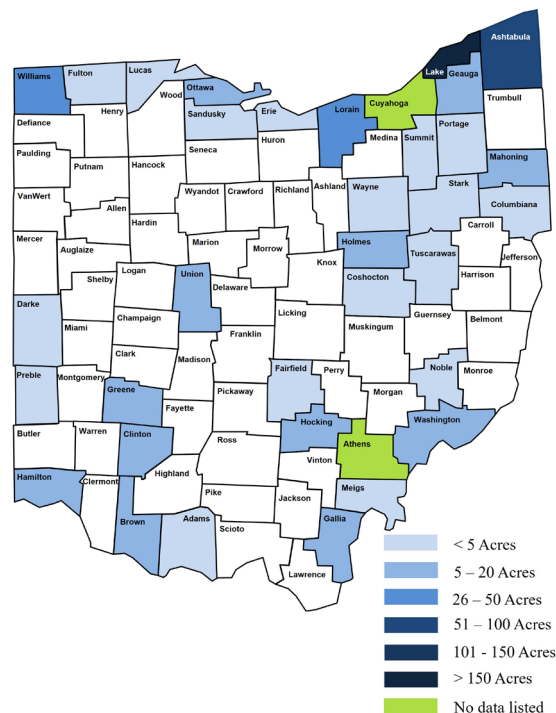


Fig 1. Distribution of reported grape acreage among 35 Ohio counties.



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Table 1) representing ‘native’ (*V. labrusca*, *aestivalis*), interspecific hybrid (‘hybrid’), and *V. vinifera* (‘vinifera’) species. Vinifera grapes comprised the majority of the total acreage (45.7%), followed by hybrid (27.2%), and natives (27.2%; **Fig. 2**). This represents the highest percentage of vinifera acreage since the annual survey began in 2019.

Yield (tons): Participants reported yield for 38 different grape cultivars (**Fig. 2, Table 1**). Total reported yield for 2023 was 555.7 tons, a 223.3% increase in reported yield from the 2022 season. Of the total yield, 378.55 tons were sold (68.1%). It was assumed that the remaining yield (177.15 tons) was used for estate wine making purposes. The highest percentage of yield-bearing cultivars reported were Vinifera grapes (47.6%), followed by natives (31.3%), and hybrids (21.1%).

Pricing (\$ per ton): Price data were reported for 26 cultivars. The average price per ton was generally lowest for native cultivars and highest for vinifera cultivars (**Table 1**).

The overall average price per ton ranged between \$640 and \$2500 per ton (**Table 1**). The average price per ton was \$936, \$1522.50, and \$2226.51 for native, hybrid, and vinifera grapes, respectively. Data were reported for price of juice and/or bulk wine for 9 cultivars (**Table 1**).

2025 acreage expansion: 10.7% of respondents (n = 6) indicated that they plan to expand planted acreage in the coming year. Intended plantings primarily represented traditional vinifera cultivars and hybrid cultivars from the Cornell breeding program.

Summary The number of respondents and diversity of counties represented continued increasing in 2023 (n = 56, counties = 35). This year, not only did the participation rate increase, the average vineyard sizes were the largest collected since the survey inception. Notable for this year’s survey, the contribution of hybrid acreage and yield was less than previous years, even though overall yield reported for 2023 was substantially higher. This may be attributed to 1) widespread frost events in the Central and Northern (excluding far-Northeast) areas of Ohio, where most hybrid grapes are produced, throughout May 2023, or 2) less reporting among vineyard operators in Central Ohio relative to Northeast Ohio, which grows predominantly native and vinifera grape cultivars. Overall, grapes sold in 2023 were similarly valued for both hybrid and vinifera cultivars compared with 2022, however native grape cultivars continue a multi-year

trend in value gains.

The 2023 pricing and production survey represents approximately 31.7% of the total grape acreage (1222 acres) reported in the 2022 OSU/OGIC grape census survey, making the 2023 pricing survey the most robust since tracking began in 2019.



Fig 2. Proportion of total planted acreage of production by classification (Vinifera, Hybrid, Native; inner circle) and proportion of total planted acreage by cultivar (outer circle).

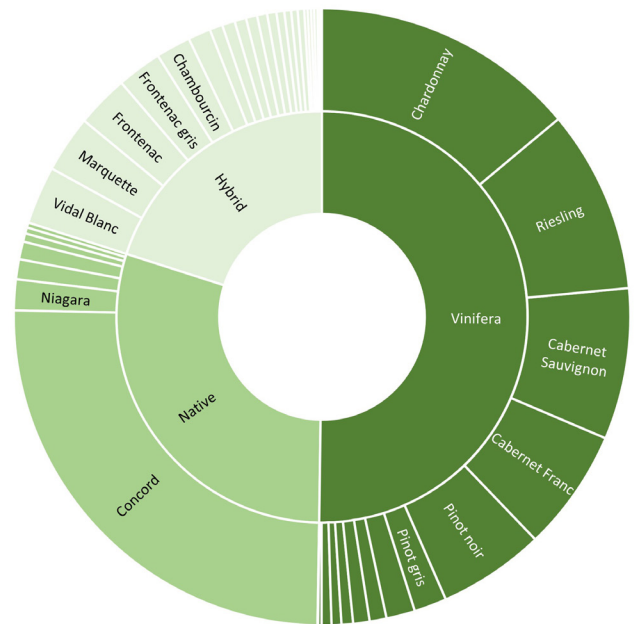


Fig 3. Proportion of total yield (tons) by classification (Vinifera, Hybrid, Native; inner circle) and proportion of total yield by cultivar (outer circle).

Species group	Cultivar	Planted acres	Yield harvested (tons)	Yield sold (tons)	Average price per ton (USD)	Average price per gallon (juice; USD)	Average price per gallon (bulk wine; USD)
Native	Catawba	21.83	6.05	5.06	700	9.5	9.5
	Concord	58.66	146.77	114.27	640	9	9.5
	Delaware	3.5	5.5	0.75		10	9.5
	Diamond	0.1	0.2		1200		
	Ives	0.4	2.5				
	Niagara	19.22	9.5	6.63	1000		
	Norton	0.1	1	1.5	1100		
Hybrid	Aromella	2.16	2.85	0.2	1200		
	Brianna	1	3				
	Cayuga white	2.44	2.13				
	Chambourcin	7.66	10.6	9.11	1200		11
	Chancellor	0.5	1	1	1800		
	Chardonel	5.5	3.92	1	1800		
	Clarion	1					
	Corot noir	1.8	0.75				9.5
	Dechaunac	6.5	3.5				
	Frontenac	6.72	16.09	1.75	1800		
	Frontenac blanc	2	1				
	Frontenac gris	2.9	13.75			11	
	Itasca	5.25	2				
	La Crescent	1.2	3.5				
	Lacrosse	1	1				
	Leon Millot	1	2				
	Marechal Foch	2.5	0.1				
	Marquette	12.2	17.44	1	1025		
	Melody	0.55					
	Noiret	5.1	2.1	1.5	1800		
	Petite Pearl	6.4	7	2.3	1200		
	Prairie Star	0.75	1			11	11
	St Croix	0.55	0.37	5.8	875		
	Traminette	7.48	3.95	0.75	1366.67		
	Vidal blanc	14.25	17.77	2	1700	12	12
	Vidal blanc (Ice)	5					
Vignoles	2.19						
Vincent	0.5			1700			
Vinifera	Cabernet Franc	29.65	37.4	18	2275		
	Cabernet Sauvignon	28.25	46.03	22	2233.33		
	Chardonnay	31.7	81.36	5	2150		
	Chasselas	0.5					
	Dornfelder	1.5	5	5	2000		
	Gewurtztraminer	1	3	3	2250		
	Gruener Veltliner	1	3	3	2250		
	Merlot	6.27	3.6	3	2250		
	Pinot gris	12.29	10	2	2250		
	Pinot noir	19.87	32.67	9	2500		

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Vinifera	Regent	3.5	5.17				
	Riesling	33.07	56.17	16	2083.33		
	Saperavi	2.5	3	3	2500		
	Sauvignon blanc	3	0.2				
	Syrah	1					
	Viognier			1			